

# Radio Scripts

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Smooth-Star®

Builder Spot  
Length: 30 sec

**Announcer:**

You will always make a great entrance with Therma-Tru Smooth-Star doors. “In remodeling and new construction, details count. That’s why (name of builder) uses Smooth-Star fiberglass doors, from Therma-Tru.

They’re ideal for remodeling or new construction. Smooth-Star doors won’t dent, ding or rust and they insulate five times better than wood doors. They’re built for trouble-free performance and backed by a new limited lifetime warranty beginning in 2010.

See the beautiful new homes of (name of builder), featuring Smooth-Star fiberglass doors, from Therma-Tru—you will always make a great entrance.

SSBRAD-0430

**Important note to distributors:**

Therma-Tru will reimburse at 50% the cost of radio time devoted to Therma-Tru systems.

It is important to remember that Therma-Tru must be mentioned as many times if not more than the **advertising dealer or builder name.**

In addition, here is a quick overview to use as your checklist of items needed before submitting to Therma-Tru for 50/50 Co-op reimbursement.

- Properly Executed Therma-Tru Claim Form
- Vendor Invoice
- Advertising Contract/Schedule
- Affidavit/Script
- Number of Vendors Appearing in Ad Depicted/Delineated

**Important note to station managers:**

This retailer will probably request co-op reimbursement on the cost of broadcasting these commercials. Please be sure to verify this in advance so you will be able to complete the ANA/RAB documentation statement, which appears below, and thus provide the retailer with the documentation he needs to obtain co-op reimbursement for this advertising.

**Station documentation statement provided by The Association of National Advertisers**

The announcement was broadcast \_\_\_\_\_ times, as entered in the station’s program log. The client was billed on this station’s invoices numbered/dated:

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# Radio Scripts

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Smooth-Star®

Builder Spot  
Length: 60 sec

## **Announcer:**

You will always make a great entrance with Therma-Tru Smooth-Star doors. "In remodeling and new construction, details count. That's why (name of builder) uses Smooth-Star fiberglass doors, from Therma-Tru. And, (name of builder) can customize your Smooth-Star door with options including distinctive decorative glass, doorlites, sidelites and transoms.

They're ideal for remodeling or new construction. Smooth-Star doors offer distinctive details, sleek styling and the smooth look of painted wood.

But the beauty of Smooth-Star doors goes beyond the surface. Smooth-Star doors won't dent, ding or rust and they insulate five times better than wood doors. They're built for maintenance-free performance and backed by a new limited lifetime warranty beginning in 2010.

That's why Smooth-Star is a great alternative to steel doors. And why Therma-Tru is the most preferred brand in the business. See the beautiful new homes of (name of builder), featuring Smooth-Star fiberglass doors, from Therma-Tru. With Smooth-Star from Therma-Tru you will always make a great entrance.

SSBRAD-0460

## **Important note to distributors:**

Therma-Tru will reimburse at 50% the cost of radio time devoted to Therma-Tru systems.

It is important to remember that Therma-Tru must be mentioned as many times if not more than the **advertising dealer or builder name.**

In addition, here is a quick overview to use as your checklist of items needed before submitting to Therma-Tru for 50/50 Co-op reimbursement.

- Properly Executed Therma-Tru Claim Form
- Vendor Invoice
- Advertising Contract/Schedule
- Affidavit/Script
- Number of Vendors Appearing in Ad Depicted/Delineated

## **Important note to station managers:**

This retailer will probably request co-op reimbursement on the cost of broadcasting these commercials. Please be sure to verify this in advance so you will be able to complete the ANA/RAB documentation statement, which appears below, and thus provide the retailer with the documentation he needs to obtain co-op reimbursement for this advertising.

### **Station documentation statement provided by The Association of National Advertisers**

The announcement was broadcast \_\_\_\_\_ times, as entered in the station's program log. The client was billed on this station's invoices numbered/dated:

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